

Subject:
Date:

Consent or Pay - Call for Views
18 March 2024 15:02:07

External: This email originated outside the ICO.

Good afternoon,

The proposal for a “consent or pay” model for services are grossly consumer-hostile. Such a proposition amounts to accepting being tracked at all times by numerous third-parties, or paying a fee.

The act of choosing not to pay, should not, and cannot adequately serve as informed consent to the invasion of a user’s privacy.

Additionally, such a system would inevitably result in the non-paid experience becoming nigh-unusable for users who, quite rightly, do not wish to provide payment.

This also unfairly discriminates against users from lower income brackets or countries, with them essentially being forced into handing over personal data and “consents” to be tracked and advertised to; compounded by allowing the companies to set pricing and recurrence to whatever they deem as “reasonable” - which as seen with recent price-hikes on subscription services is liable to continually increase over time, further reducing the number of users who could afford to pay to avoid having their privacy invaded.

This practice should be outright illegal; humans are entitled to their basic right of privacy, regardless of what companies might actually believe.

Regards,

[Redacted Signature]